

Concerned Consumer: Vincenzo P. Cогnetta,

It seems as though the Do-Not-Call Implementation Act has always been a rumor that was on the same line as getting a wish from a genie. This rule is something that would be as nice as getting a wish from a genie, and as you can tell thus far, my opinion of this case is that the Do-Not-Call Act should be put into effect immediately. Over the years, telemarketers have repeatedly called my home, and I completely understand that this sometimes is necessary for a business to flourish. On the other hand, with the passing of the years, I feel as if my privacy is increasingly invaded by these callers demanding a certain amount of money or precious time away from my schedule.

To put this into effect, the Federal Communications Commission (FCC) is required to consult with the Federal Trade Commission (FTC) on the most effective way to maximize consistency. There are a few ways that this new rule could not be very effective: if people do not feel the need to pay a fine to stop incoming calls from telemarketers, different rules in each individual state, and specific rules and regulations for each telemarketing company. Other needs that should also be looked at are hours of telemarketing, privacy concerns, along with number of calls received per household. I understand that all of these policies are extremely hard to combine for one act, but in my mind, this is essential for the effectiveness of the Do-Not-Call Implementation Act.

Once again, I understand the importance of these calls to the success of businesses. If this act were not put into effect, this problem would be less persistent if perhaps certain smaller rules were recognized. As I mentioned before, the hours of

operation for telemarketers and privacy concerns are two issues that should be addressed regardless of this act being passed. In my own personal opinion, telemarketing companies should take these suggestions into consideration for their own personal success.